

**Announcing the All-New e-PRO®,  
The National Association of REALTORS®' Technology Certification Course**

Marketing and Business Development is pleased to announce, as part of NAR's Right Tools Right Now initiative, the all-new e-PRO® Technology Certification Course. e-PRO® was originally launched in 2001 as NAR's official technology certification program; since then, NAR has worked closely with InternetCrusade®, the course provider, to create an updated and enhanced course that will encourage REALTORS® to overcome their technology uncertainties by providing them with the tools they need to thrive in today's ever-changing online real estate market. NAR and InternetCrusade recognize that REALTORS® need to stay up-to-date on new and emerging technologies and have developed the all-new e-PRO® with this in mind. Students will learn everything from the basics of online marketing to how to succeed in the new cyber world, with in-depth information on Social Networking and Web 2.0. This course is unlike any other professional certification or designation course available, comprehensive and interactive, and will teach REALTORS® about Internet business principles required to remain in the center of the real estate conversation.

The Fact Sheet provides details on the all-new e-PRO®. If you have questions about this or the REALTOR Benefits® Program in general, please contact me at x8269 or a member of the Strategic Alliances team listed below.

Thanks, in advance.

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What: NAR is introducing the all-new e-PRO®, which has been updated to include the most current technology information for real estate professionals. Along with updated e-PRO® course content on a Web 2.0-designed platform, new students will receive complimentary access to NAR's brand new *Web 2.0 & Social Media Course for REALTORS®*.

Launch date: July 16<sup>th</sup>, 2009

Available to: e-PRO® is designed specifically for real estate professionals, but anyone may take the course. Note, however, that the use of the e-PRO® Certification and logo is reserved exclusively for REALTORS® who have completed the program.

## Overview:

1. *All-new e-PRO®*
  - a. Several updates have been made to the e-PRO® program including enhancements to the platform and integration of Web 2.0 concepts throughout each Module.
  - b. This program will teach REALTORS® about Internet business principles required to remain in the center of the real estate transaction.
  - c. Highlights include:
    - ✓ Options and requirements to get connected
    - ✓ E-mail communication and marketing practices
    - ✓ Legal and ethical standards for conducting real estate on the Internet
    - ✓ How to create and maintain an Internet marketing and practices plan
  - d. In addition, e-PRO® is geared to ensure continued success in online real estate even after the course has been completed as graduates are encouraged to participate in the e-PRO® community and the e-PRO® Referral Network.
  - e. CE credit is currently available in several states: AZ, CA, CO, CT, GA, HI, ID, IL, IN, IA, MI, MN, NM, ND, OH, OR, PA, RI, SD, TN, TX, VA, WA, WY
2. *New Web 2.0 & Social Media Course for REALTORS®*
  - a. Beginning July 16<sup>th</sup>, new e-PRO® registrants will receive complimentary access to a new, stand-alone, *Web 2.0 & Social Media Course for REALTORS®* developed by the creators of e-PRO®\*.
  - b. While exploring this course, students will be able to take a more in-depth look at Web 2.0 concepts and how they apply to their online real estate presence. Topics include:
    - ✓ Social networking
    - ✓ Blogging
    - ✓ RSS
    - ✓ Widgets and more!

\* The Web 2.0 & Social Media Course for REALTORS® can be purchased as a stand-alone course but will not result in certification or CE credit.

3. *e-PRO® for Association Management*

- a. The *e-PRO® for Association Management* version of the course is currently being updated and will be available soon for Association staff to earn their certification.
- b. The e-PRO® Association Affiliate Program allows Associations to earn non-dues revenue by promoting the e-PRO® course to their members. The Association Resource website is also undergoing changes and will be available with updated marketing materials in August.

**SPECIAL RIGHT TOOLS RIGHT NOW LIMITED-TIME OFFER:**

1. NAR is introducing for a limited time, the all-new e-PRO® at a special price of \$299 for NAR members, a \$60 savings on the NAR member price of \$359.
  - a. This offer will be available July 16<sup>th</sup>, 2009 through October 16<sup>th</sup>, 2009.
  - b. New e-PRO® registrants will receive complimentary access to the *Web 2.0 and Social Media course for REALTORS®*.
2. There is a unique offer for existing e-PRO® graduates who will have the opportunity to access the all-new e-PRO® course and take the *Web 2.0 and Social Media Course for REALTORS®* at a special price of \$79 (vs. the new student member-rate of \$99).
3. The e-PRO® Course is available to non-members for \$459. The *Web 2.0 and Social Media Course* is available to non-members for \$149.

**PROMOTIONAL PLAN:**

NAR and InternetCrusade have developed a comprehensive marketing plan announcing the all-new e-PRO® to NAR members, associations, e-PRO® graduates, young professionals and current e-PRO® students. This plan includes various media channels including a prominent presence in REALTOR® magazine, REALTOR® Association Executive along with targeted email communications, banner advertisements and announcements on REALTOR.org. InternetCrusade will utilize their extensive Certified e-PRO® Trainer network along with their industry network channels to promote the new e-PRO® as well.

**Contact Information:**

To learn more about this course or to register visit <http://www.eProNAR.com>.

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